

WYC:imp 60109 12/19/03

PATENT

hindsight – from the teaching of the present disclosure, rather than from any suggestion fairly drawn from the prior art.

Moreover, the Examiner repeatedly cites *generic* teachings from the art, and relies on same as rendering unpatentable certain *specific* arrangements applicants have claimed.

For example, the Examiner argues “*Kenny does not limit the type of product that is present on its list, therefore, the items that were not selected from a list presented to the user could include any number of products including deserts or cookies.*”

While it is true that a species is sufficient to render obvious a genus, it is not true that a genus is sufficient to render obvious a species.

Again, the Examiner is invited to reconsider the application to see if all of the rejections are of the sort he believes the Board will sustain.

Date: December 19, 2003



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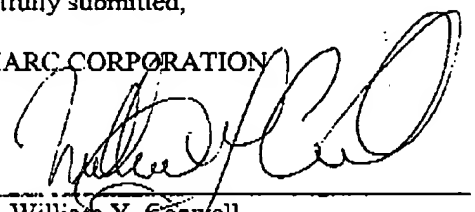
Phone: 503-885-9699

FAX 503-885-9880

Respectfully submitted,

DIGIMARC CORPORATION

By _____


William Y. Conwell
Registration No. 31,943